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10/782,466	02/19/2004	Alan Scott Florschuetz	694231/0097	4843

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GREENBERG TRAUIG, LLP  
MET LIFE BUILDING  
200 PARK AVENUE  
NEW YORK, NY 10166

EXAMINER
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ALI, OMAR R

ART UNIT	PAPER NUMBER
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2109

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	03/20/2007	PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

# Office Action Summary

Application No.

10/782,466

Applicant(s)

FLORSCHUETZ ET AL.

Examiner

Omar Abdul-Ali

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 19 February 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-46 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-46 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 19 February 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

#1

### DETAILED ACTION

This action is in response to the original filing of May 2, 2003. Claims 1-46 are pending and have been considered below.

### ***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-4, 6, 7, 17, 19-21, 24-38, and 40-42 rejected under 35 U.S.C. 102(e) as being anticipated by Katinsky et al. (US 6,452,609).

Claim 1: Katinsky discloses a method for <sup>CREATING AN ADVERTISEMENT</sup> ~~a web application for accessing media streams~~, comprising:

- a. generating a first phase of the multiphase advertisement including a first graphical interface of a first dimension (column 1, lines 52-64/Figure 1);
- b. generating a second phase including a second graphical interface that is different from the first dimension of the first phase (column 1, lines 52-64/Figure 1);
- c. building a streaming media component using a software player engine, the player engine including at least a set of core media player variables and a set of core

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media player controls, the streaming media containing a link to streaming media content (column 2, lines 31-50);

d. incorporating the streaming media component into the streaming media component player space of the second phase of the multiphase advertisement (column 1, lines 52-64).

Claim 2: Katinsky discloses a method ~~for a web application for accessing media streams~~ as in Claim 1 above, further comprising:

a. the streaming media component is streaming video (column 3, lines 43-52).

Claim 3: Katinsky discloses a method ~~for a web application for accessing media streams~~ as in Claim 1 above, further comprising:

a. the streaming media component is streaming audio (column 3, lines 43-52).

Claim 4: Katinsky discloses a method ~~for a web application for accessing media streams~~ as in Claim 1 above, further comprising:

a. the first graphical user interface is an animated display (column 4, lines 7-25).

Claim 6: Katinsky discloses a method ~~for a web application for accessing media streams~~ as in Claim 1 above, further comprising:

a. the first graphical interface of the first phase includes a toolbar, the toolbar including at least a link to trigger the second phase (column 8, lines 10-20).

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Claim 7: Katinsky discloses a method for ~~a web application for accessing media streams~~ as in Claim 6 above, further comprising:

X

a. the link to trigger the second phase also launches the streaming media component (column 8, lines 10-20).

Claim 13: Katinsky discloses a method for ~~a web application for accessing media streams~~ as in Claim 6 above, further comprising:

X

a. the toolbar includes at least a link to content about the subject of the multiphase advertisement (column 8, lines 10-20).

Claim 17: Katinsky discloses a method for ~~a web application for accessing media streams~~ as in Claim 1 above, further comprising:

X

a. the set of media player variables includes a video size (column 6, lines 46-61).

Claim 19: Katinsky discloses a method for ~~a web application for accessing media streams~~ as in Claim 1 above, further comprising:

X

a. the set of player controls includes a play control and a stop control (column 6, lines 1-12).

Claim 20: Katinsky discloses a method for ~~a web application for accessing media streams~~ as in Claim 1 above, further comprising:

X

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a. the streaming media content is remotely stored on a streaming server, and wherein the streaming media component includes a stream identifier that is passed to the streaming server to retrieve the streaming media content (column 3, lines 43-62).

Claim 21: <sup>Advertising</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~, comprising:

a. providing a first phase graphical interface including at least a first interactive component for triggering a second phase, the first phase having a first dimension (column 1, lines 52-64/Figure 1);

b. providing a second phase graphical interface that is launched in response to interaction with the first interactive component, the second phase graphical interface having a second dimension that is different than the first dimension of the first phase graphical interface (column 1, lines 52-64/Figure 1);

c. providing at least one second phase interactive component in the second phase graphical interface (column 6, lines 1-12).

Claim 24: <sup>Advertising</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 21 above, further comprising:

a. the first interactive component is a hyperlink (column 8, lines 1-20).

Claim 25: <sup>Advertising</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 21 above, further comprising:

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a. the first interactive component is a button having a graphic (column 8, lines 1-20).

Claim 26: <sup>ADVERTISING</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 21 above, further comprising:

a. the first interactive component is a graphical toolbar including at least one hyperlink for triggering a second phase graphical interface of the multiphase advertisement (column 8, lines 1-20).

Claim 27: <sup>ADVERTISING</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 21 above, further comprising:

a. the second phase interactive component is a streaming media component (column 3, lines 43-52).

Claim 28: <sup>ADVERTISING</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 27 above, further comprising:

a. the streaming media component is streaming video (column 3, lines 43-52).

Claim 29: <sup>ADVERTISING</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 27 above, further comprising:

a. the streaming media component is streaming audio (column 3, lines 43-52).

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Claim 30: <sup>Advertising</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 21 above, further comprising:

a. the first phase graphical interface comprises a graphical toolbar enabling a user to access additional advertisement information (column 8, lines 1-20).

Claim 31: <sup>Advertising</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 30 above, further comprising:

a. the graphical toolbar includes one or more hyperlinks (column 8, lines 1-20).

Claim 32: <sup>Advertising</sup> Katinsky discloses a method for a ~~web application for accessing media streams~~ as in Claim 30 above, further comprising:

a. the graphical toolbar includes one or more graphical buttons (column 8, lines 1-20).

Claim 33: Katinsky discloses a <sup>SYSTEM</sup> ~~method~~ <sup>CREATING AN ADVERTISEMENT</sup> for a ~~web application for accessing media streams~~, comprising:

a. generation of a first phase and a second phase of the multiphase graphical advertisement, the first phase having a first graphical dimension and the second phase having a second graphical dimension wherein the first dimension and the second dimension are different, the second phase including at least a streaming media component space for integration of a streaming media component (column 1, lines 52-64/Figure 1);



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b. a player engine for incorporating the streaming media component space of the second phase, the player engine including a core set of media player variables and a core set of media player controls for customizing the streaming media component (column 2, lines 31-50).

*AN INTERACTIVE ADVERTISEMENT*  
Claim 34: Katinsky discloses ~~a method for a web application for accessing media streams~~, comprising:

- a. first phase having a first graphical interface (column 1, lines 52-64/Figure 1);
- b. second phase having a second graphical interface including at least a streaming media component space, the second phase having a dimension that is different than a dimension of the first phase (column 1, lines 52-64/Figure 1);
- c. a streaming media component incorporated into the streaming media component space of the second phase (column 6, lines 1-12);
- d. the second phase of the multiphase interactive advertisement is triggered by an action performed on the first phase of the multiphase interactive advertisement (column 8, lines 10-20);

*AN INTERACTIVE ADVERTISEMENT*  
Claim 35: Katinsky discloses ~~a method for a web application for accessing media streams~~ as in Claim 34 above, further comprising:

- a. the first phase further includes a toolbar, the toolbar including one or more graphical buttons enabling a user of the multiphase interactive advertisement to interact

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with one or more features of the multiphase interactive advertisement (column 8, lines 10-20).

*for int. Ad...*  
Claim 36: Katinsky discloses ~~a method for a web application for accessing media streams~~ as in Claim 35 above, further comprising:

a. interaction with one of the graphical buttons provides further information about the subject of the multiphase interactive advertisement (column 8, lines 1-20).

*for int. Ad...*  
Claim 37: Katinsky discloses ~~a method for a web application for accessing media streams~~ as in Claim 35 above, further comprising:

a. interaction with one of the graphical buttons triggers the second phase (column 8, lines 10-20).

*for int. Ad...*  
Claim 38: Katinsky discloses ~~a method for a web application for accessing media streams~~ as in Claim 35 above, further comprising:

a. the action facilitates the user to purchase a product or service that is the subject of the multiphase interactive advertisement (column 7, lines 31-35).

*for int. Ad...*  
Claim 40: Katinsky discloses ~~a method for a web application for accessing media streams~~ as in Claim 34 above, further comprising:

a. the second phase is triggered by a mouse click on an area of the first graphical interface of the first phase (column 8, lines 10-20).

*As in Claim 41 above*  
Claim 41: Katinsky discloses a ~~method for a web application for accessing media streams~~ as in Claim 34 above, further comprising:

a. the second phase is triggered by mouse clicking a graphical button on the first graphical interface of the first phase (column 8, lines 10-20).

*As in Claim 41 above*  
Claim 42: Katinsky discloses a ~~method for a web application for accessing media streams~~ as in Claim 34 above, further comprising:

a. the second phase is triggered by mouse clicking a hyperlink on the first graphical interface of the first phase (column 8, lines 10-20).

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 5, 8-12, 14-16, 18, 22-23, 39, and 43-46 are rejected under 35 U.S.C. 103(a) as being unpatentable over Katinsky et al. (US 6,452,609).

Claim 5: Katinsky discloses a ~~method for a web application for accessing media streams~~ as in Claim 4 above, but does not explicitly disclose the animated display of the first graphical interface uses vector based animation graphics. However, Katinsky does

X

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disclose using a site driven conventional "rotating" advertisement banner (column 7, lines 15-35). Additionally, <sup>LITTLE, IF ANY, PATENTABLE WEIGHT IS GIVEN</sup> the Examiner considers it immaterial as to which type of

graphics are used in the graphical interface and it would have been obvious to one

having ordinary skill in the art at the time the invention was made <sup>TO GENERATE</sup> that the graphics of

<sup>USING STANDARD</sup> the first phase ~~could be~~ vector based graphics. One would have been motivated to use vector based graphics to add visual appeal to the advertisement.

Claims 8-12: Katinsky discloses a method ~~for a web application for accessing media streams~~ as in Claim 6 above, but does not explicitly disclose the multiphase

advertisement relates to a motion picture and wherein the toolbar includes a link to a

<sup>LITTLE, IF ANY, PATENTABLE WEIGHT IS GIVEN</sup> trailer of the motion picture. However, the Examiner considers it immaterial as to what

the content of the advertisement ~~is directed~~. Therefore it would have been obvious to

one having ordinary skill in the art at the time the invention was made that the

advertisement could relate to a motion picture and include links to trailers, still images, scenes from the motion picture, interviews, and where to purchase tickets (Figure 8a).

One would have been motivated to direct the advertisement towards a motion picture for customization purposes.

Claim 14: Katinsky discloses a method ~~for a web application for accessing media streams~~

as in Claim 6 above, but does not explicitly disclose the toolbar includes at

least a link to an interactive form for contacting a second user about the subject of the

multiphase advertisement. However, Katinsky does disclose a mail feature for

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exchanging play lists which contain media (column 5, lines 55-61). Therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made <sup>To</sup> ~~that it is possible~~ to include a link to contact another user about the subject of the advertisement. One would have been motivated to provide a link to an interactive form in order to allow the user to inform another user of the advertisement.

Claim 15: Katinsky discloses a method ~~for a web application for accessing media streams~~ as in Claim 14 above, but does not explicitly disclose the interactive form includes a field for inputting an electronic mail address of the second user. However, Katinsky does disclose a mail feature for exchanging play lists which contain media (column 5, lines 55-61). Therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made ~~that it is possible~~ to input the other user's email address in an input field. One would have been motivated to provide an input field in the electronic form in order to receive the other user's email address.

Claim 16: Katinsky discloses a method ~~for a web application for accessing media streams~~ as in Claim 15 above, further comprising:

a. upon submission of the interactive form, an electronic mail is transmitted to the electronic mail address of the second user with information about the subject of the multiphase advertisement (Column 5, lines 55-61).

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Claim 18: Katinsky discloses a method for a ~~web application for accessing media~~ ~~streams~~ as in Claim 1 above, but does not explicitly disclose the set of media player variables includes a stream bandwidth. However, bandwidth is an essential element in the transfer of data streams, <sup>T</sup>therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made to include stream bandwidth in the set of media player variables. One would have been motivated to include stream bandwidth in the set of media player variables in order to transmit the data stream at varying rates. X

Claim 22: Katinsky discloses a method for a <sup>ADVERTISING</sup> ~~web application for accessing media~~ ~~streams~~ as in Claim 21 above, but does not explicitly disclose the first interactive component is a dynamic vector graphic. However, Katinsky does disclose using a site driven conventional "rotating" advertisement banner (column 7, lines 15-35). X

<sup>LITTLE, IF ANY, PATENTABLE WEIGHT IS GIVEN</sup>  
Additionally, the Examiner considers it immaterial as to which type of graphics are used in the graphical interface and it would have been obvious to one having ordinary skill in the art at the time the invention was made <sup>TO GENERATE</sup> ~~that~~ the graphics of the first phase <sup>using STANDARD</sup> ~~could be~~ vector based graphics. One would have been motivated to use vector based graphics to add visual appeal to the advertisement. X

Claim 23: Katinsky discloses a method for a web application for accessing media streams as in Claim 22 above, but does not explicitly disclose the first interactive component is an embedded streaming graphic. However, Katinsky does disclose using

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a site driven conventional "rotating" advertisement banner (column 7, lines 15-35).

*LITTLE, IF ANY, PATENTABLE WEIGHT IS GIVEN*  
Additionally, ~~the Examiner considers it immaterial~~ as to which type of graphics are used

in the graphical interface and it would have been obvious to one having ordinary skill in

the art at the time the invention was made *TO GENERATE* that the graphics of the first phase *using standard* could be

streaming graphics. One would have been motivated to use streaming graphics to add visual appeal to the advertisement.

*AN INTERACTIVE ADVERTISEMENT*  
Claim 39: Katinsky discloses a ~~method for a web application for accessing media streams~~ as in Claim 34 above, but does not explicitly disclose the second phase is triggered by a mouse over of the first phase. However, mouse over animations are common in the computer arts, and it would have been obvious to one having ordinary skill in the art at the time the invention was made to use a mouse over as a trigger for another phase. One would have been motivated to use a mouse over for visual effects.

*AN INTERACTIVE ADVERTISEMENT*  
Claim 43: Katinsky discloses a ~~method for a web application for accessing media streams~~, comprising:

a. a third phase having a third graphical interface including at least a streaming media component space, the third phase having a dimension that is larger than the dimension of the second phase (Column 6, lines 1-12/Column 6, lines 46-61);

b. streaming media component incorporated into the streaming media component space of the third phase (Column 6, lines 1-12);

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c. the third phase of the multiphase interactive advertisement is triggered by an action performed on the second phase of the multiphase interactive advertisement (Column 8, lines 10-20);

Katinsky discloses a first phase having a first graphical interface, the first phase having a first dimension (Column 1, lines 52-64/Figure 1), but does not explicitly disclose the interface includes a vector based graphical animation that runs upon launch of the web page. However, Katinsky does disclose using a site driven conventional "rotating" advertisement banner (column 7, lines 15-35). Additionally, <sup>LITTLE,</sup> ~~the~~ <sup>IF ANY, PATENTABLE WEIGHT IS GIVEN</sup> ~~Examiner considers it immaterial~~ as to which type of graphics are used in the graphical interface and it would have been obvious to one having ordinary skill in the art at the time the invention was made <sup>TO AWARE</sup> ~~that the~~ <sup>using standard</sup> ~~graphics of the first phase could be~~ vector based graphics. One would have been motivated to use vector based graphics to add visual appeal to the advertisement. X

Katinsky discloses a second phase having a second graphical user interface of a second dimension that is smaller than the first dimension of the first phase, the second graphical interface including a toolbar for permitting a user to interact with the second phase (Column 1, lines 52-64/Figure 1), but does not explicitly disclose the second phase is launched upon completion of the vector based graphical animation of the first phase. However, Katinsky does disclose that the graphics of the site driven area are shown when the access page first plays (column 7, lines 15-35). Therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made that the second phase can be launched after completing the first phase. One X



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would have been motivated to start the second phase after completing the first phase for interactive purposes.

*AN INTERACTIVE ADVERTISEMENT*  
Claim 44: Katinsky discloses ~~a method for a web application for accessing media streams~~, comprising:

a. a first phase having a first graphical interface that includes a graphical display visible upon launch of the web page, the first phase having a first dimension (Column 1, lines 52-64/Figure 1);

b. a third phase having a third graphical interface, the third phase having a dimension that is larger than the second dimension of the second phase (Column 6, lines 1-12/Column 6, lines 46-61);

c. the third phase of the multiphase interactive advertisement is triggered by an action performed on the second phase of the multiphase interactive advertisement (Column 8, lines 10-20);

Katinsky discloses a second phase having a second graphical user interface of a second dimension that is smaller than the first dimension of the first phase, the second graphical interface including a toolbar for permitting a user to interact with the second phase (Column 1, lines 52-64/Figure 1), but does not explicitly disclose the second phase is dynamically launched after a period of time. However, it is evident that the second phase is loaded when the media access web page first loads, which takes a period of time (column 7, lines 15-35). Therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made that the second phase

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is launched after a period of time. One would have been motivated to launch the second phase after a period of time in order to begin the interactive advertisement when the page is fully loaded.

*AN INTERACTIVE ADVERTISEMENT*  
Claim 45: Katinsky discloses ~~a method for a web application for accessing media streams~~ as in Claim 44 above, further comprising:

a. the third phase includes at least a streaming media component space and wherein a streaming media component is incorporated into the streaming media component space of the third phase (column 6, lines 1-12).

*COMPUTER-READABLE STORAGE MEDIUM CONTAINING INSTRUCTIONS*  
Claim 46: Katinsky discloses ~~a method for a web application for accessing media streams~~, comprising:

a. a core set of player controls for controlling the streaming media of the streaming media presentation (Column 6, lines 1-18);  
b. a core set of player variables for customizing the streaming media of the streaming media presentation (column 6, lines 46-61);

*COMPUTER-READABLE STORAGE MEDIUM CONTAINING INSTRUCTIONS*  
Claim 46: Katinsky discloses ~~a method for a web application for accessing media streams~~, comprising:

a. a core set of player controls for controlling the streaming media of the streaming media presentation (Column 6, lines 1-18);

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b. a core set of player variables for customizing the streaming media of the streaming media presentation (column 6, lines 46-61).

Katinsky discloses a graphical development application with a core set of player controls and player variables, but does not explicitly disclose that the program is vector

based. However, Katinsky does disclose using a site driven conventional "rotating"

advertisement banner (column 7, lines 15-35). Additionally, the Examiner considers it

immaterial as to which type of graphics are used in the graphical interface and it would

have been obvious to one having ordinary skill in the art at the time the invention was

made that the graphics could be vector based graphics. One would have been

motivated to use vector based graphics to add visual appeal to the advertisement.

c. enable a user to insert a selected set of player controls from the core set of player controls including at least a streaming media player display interface (column 6, lines 1-45);

d. enable the user to set one or more player variables of the core set of player variables (column 6, lines 46-61);

e. enable the user to select the streaming media using a stream identifier that identifies streaming media (column 5, lines 2-13);

f. enable the user to design other graphical features of the streaming media presentation (column 5, lines 2-13);

g. when the streaming media presentation is launched, the computer passes the stream identifier to a backend streaming media content management system that locates and retrieves the associated streaming media and passes the streaming media

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to the streaming media player display interface of the streaming media presentation (column 3, lines 43-54/column 6, lines 1-12).

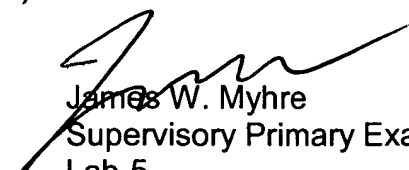
### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Omar Abdul-Ali whose telephone number is 571-270-1694. The examiner can normally be reached on Mon-Fri(Alternate Fridays Off) 7:30 - 5:00 EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Myhre can be reached on 571-270-1065. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

OAA  
02/28/07

  
James W. Myhre  
Supervisory Primary Examiner  
Lab-5